STARCOM MEDIA SERVICES
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35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-3535, Fax: (312) 220-1515

July 7, 1999

Whit Rawlinson
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

RE: Latin Dance Market Profiles

Dear Whit:

The purpose of this letter is to provide you with a Hispanic market overview of the markets you suggested for the Latin Dance program as well as to provide Starcom's point of view on other possible markets.

The list you provided contains all but one of the top ten Hispanic markets, McAllen/Brownsville ranked as the #8 Hispanic market. We would recommend adding this market and considering the possibility of also adding other markets not on your list such as Fresno, Sacramento, Washington DC and Corpus Christi all of which are top ranked Hispanic markets.

We are currently working with PM media to finalize a list of available/certified newspapers in the markets you presented and thus have a clearer picture of the viable options we can include in our recommendation. However, because some of these markets are relatively small Hispanic markets, we are finding that Hispanic newspaper vehicles may not always be available as is the case with Pittsburgh.

In the attached, you will find some useful information for each market you proposed. Please call me with questions or if you would like further details on any of the markets.

Sincerely,

Starcom

Adriana Mateus

Adriana Mateus
Media Associate

Attach.
cc: D. Gonzales, J. Baeb, C. Bucci, – LBCo.

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Source: https://www.industrydocuments.ucsf.edu/docs/kylm0004

State	Market	Music Type recommended	Hispanic Market rank	% market that is Hispanic	# Hispanics Legal Age+ (000)
Arizona	Phoenix	Regional Mexican	12	19%	402
	Tucson	Regional Mexican	21	30%	185
California	Los Angeles	Regional Mexican	1	39%	3864
	San Diego	Regional Mexican	10	25%	444
	San Francisco/San Jose/Oakland	Regional Mexican	4	16%	815
	Santa Barbara	Regional Mexican	29	27%	106
	Fresno*	Regional Mexican	11	42%	394
	Sacramento*	Regional Mexican	15	18%	367
Colorado	Colorado Springs	Regional Mexican	37	16%	62
	Denver	Regional Mexican	16	13%	256
Texas	Austin	Regional Mexican	23	23%	182
	Dallas/Fortworth	Regional Mexican	9	15%	479
	El Paso	Regional Mexican	13	75%	388
	Houston	Regional Mexican	6	24%	686
	San Antonio	Regional Mexican	7	52%	658
	McAllen/Brownsville*	Regional Mexican	8	89%	478
	Corpus Christi*	Regional Mexican	19	59%	208
Oklahoma	Oklahoma City	Regional Mexican	56	4%	38
Nevada	Las Vegas	Regional Mexican	26	16%	142
New Mexico	Albuquerque	Regional Mexican	14	38%	367
New York	New York/Newark	Salsa	2	16%	2256
Pennsylvania	Philadelphia	Salsa	17	5%	226
	Pittsburgh	Salsa	84	1%	14
Maryland	Baltimore	Salsa	63	2%	31
Florida	Miami	Salsa	3	38%	1054
	Orlando	Salsa	25	83%	156
	Tampa	Salsa	22	8%	191
Georgia	Atlanta	Salsa	31	3%	103
Illinois	Chicago	Salsa	5	13%	742
Massachussetts	Boston	Salsa	20	5%	179
	Springfield	Salsa	57	6%	32
District of Columbia	Washington DC*	Salsa	18	8%	239

*Recommended additions

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